

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

APPLICATION OF AMERICAN BUSINESS ALLIANCE,)
INC. FOR A CERTIFICATE OF PUBLIC CONVENIENCE) CASE NO.
AND NECESSITY TO PROVIDE RESOLD INTRASTATE) 96-111
TELECOMMUNICATIONS SERVICES)

O R D E R

On March 21, 1996, American Business Alliance, Inc. ("American Business") filed its application with the Commission seeking a Certificate of Public Convenience and Necessity to provide intrastate, long-distance telecommunications services as a reseller within the Commonwealth of Kentucky.

American Business is a Pennsylvania corporation proposing to resell the services of carriers currently certified within the Commonwealth of Kentucky in accordance with the terms and conditions set forth in its tariff. American Business does not seek authority to provide operator-assisted telecommunications services.

American Business employs no intrastate transmission or reception telecommunications equipment or facilities in the performance of its services, and all intrastate facilities, equipment, and networking will be provided by the underlying carrier. American Business will not construct any new facilities in the Commonwealth of Kentucky.

The information provided by American Business demonstrates its financial, managerial, and technical capability to provide intrastate, long-distance telecommunications service. The proposed rates filed March 21, 1996, as modified on April 29, 1996, should be approved as the fair, just and reasonable rates to be charged.

In Administrative Case No. 306,¹ the Commission stated the importance of eliminating possible customer confusion arising from the name of the billing service, rather than the name of the provider of telecommunications services, appearing on the bill. Accordingly, American Business should ensure that its name appears prominently on all bills issued to customers for services rendered by it.

The Commission, having considered the application, the information provided by American Business, and being otherwise sufficiently advised, HEREBY ORDERS that:

1. American Business be and it hereby is granted authority to provide intrastate, long-distance telecommunications services within the Commonwealth of Kentucky on and after the date of this Order.
2. American Business shall comply with the provisions of the Orders in Administrative Case No. 323.²
3. American Business shall ensure that its name appears prominently on all bills issued to customers for services rendered by it.
4. American Business's authority to provide service in this Commonwealth is strictly limited to those services described in this Order and in American Business's application.
5. The rates and charges proposed by American Business are hereby approved as filed on March 21, 1996 and modified on April 19, 1996.

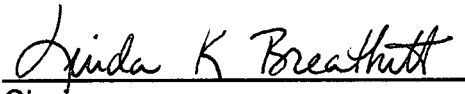
¹ Administrative Case No. 306, Detariffing Billing and Collection Services, Order dated April 30, 1990.

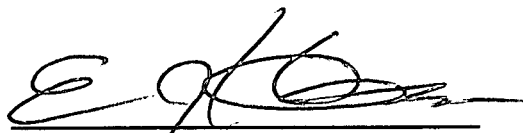
² Administrative Case No. 323, An Inquiry Into IntraLATA Toll Competition, An Appropriate Compensation Scheme for Completion of IntraLATA Calls by Interexchange Carriers, and WATS Jurisdictionality.

6. Within 30 days from the date of this Order, American Business shall file its tariff sheets in accordance with 807 KAR 5:011.

Done at Frankfort, Kentucky, this 3rd day of June, 1996.


PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director